

REMARKS

Applicants have carefully reviewed the Office Action dated March 28, 2002. Applicants have amended Claims 1, 2 and 9 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Regarding Claims 1-9, rejected under 35 U.S.C. Sec. 102(e) as being anticipated by U.S. Pat. No. 5,978,773, Hudetz et al. (*Hudetz*), this rejection is respectfully traversed as follows.

Claim 1, as amended, in the last step recites "in *automatic* response to the step of extracting, *assembling a message packet* associating network routing information with the extracted product information, thereby enabling the interfacing over the network." (Emphasis added) *Hudetz* does not disclose assembling a message packet in automatic response to the step of extracting, the message packet associating network routing information with the extracted product information.

Hudetz, in contrast to Claim 1 as amended, after the user enters a UPC, which is converted to an ASCII string and transmitted to a Web server, retrieves matching records for display to the user so the user can select a link. See Col. 8, line 32 to Col. 9, line 21. Thus the process of interfacing over the network, in *Hudetz*, is not automatic because the user must select a link. Further, there is no disclosure in *Hudetz* of assembling a message packet which associates the extracted product information and the network routing information. For these reasons, Claim 1 as amended is not anticipated by *Hudetz* and Applicants respectfully request the withdrawal of this rejection.

Regarding Claims 2-9, since these claims directly or ultimately depend from the amended base Claim 1, now believed to be patentable over the cited art, Applicants respectfully submit that the rejections of Claims 2-9 are now moot and request that they be withdrawn.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims

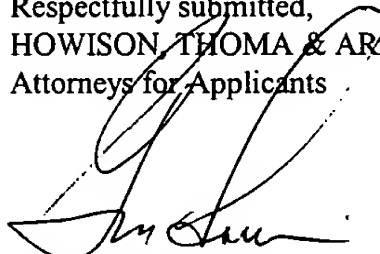
AMENDMENT AND RESPONSE

S/N 09/379,699

Atty. Dkt. No. PHL-24,747

as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,747 of HOWISON, THOMA & ARNOTT, L.L.P.

Respectfully submitted,
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AMENDMENT AND RESPONSE

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VERSION WITH MARKINGS TO SHOW CHANGES MADE

1. (Amended) A method for utilizing a product code having product information contained therein for interfacing over a network, comprising the steps of:

extracting the product information from the product code, which product code is disposed on or in close association with an associated product; and

5 in automatic response to the step of extracting, assembling a message packet associating network routing information with the extracted product [code] information, thereby enabling the interfacing over the network.

2. (Amended) The method of Claim 1, wherein the product code [is] comprises machine readable code.

9. (Amended) The method of Claim 1, wherein the step of associating the network routing information with the product [code] information in response to the step of extracting comprises the steps of:

5 accessing a remote location on the network from the user's location at which the product information is extracted;

transmitting the product [code] information to the remote location over the network;

10 comparing the product [code] information with an associative database having stored therein associations with a plurality of product [code] information and associated routing information and determining if there is a match;

if there is a match, returning the routing information to the location at which the product [code] information was extracted for assembly into the message packet.